1.   (previously presented) A system for providing personalized content to an e-commerce customer at a customer computer, the system comprising:

a web page stored on a client web server and that is downloadable to the customer computer, the web page comprising:

5   at least one image to be displayed on the customer computer; and

personalized content delivery code to be executed by the customer computer that causes the customer computer to:

retrieve an identity of the e-commerce customer if saved on the customer computer;

10   create an identity of the e-commerce customer if the identity of the e-commerce customer is not saved on the customer computer;

retrieve a session ID if saved on the customer computer;

create a session ID if the session ID is not saved on the customer computer or if the session ID that is saved on the customer computer is expired; and

15   send a query to a content management server that includes the identity of the client, the identity of the e-commerce customer, and the session ID;

a content management server that receives the query from a customer computer via a data network;

the content management server identifying personalized content to be displayed to the e-commerce customer on the customer computer, wherein the personalized content is identified based upon the identity of the client and the identity of the e-commerce customer; and

the content management server returning a response to the customer computer via the data

network that identifies the personalized content.

2.   (original) The system of claim 1, wherein:

the query also includes a secondary identifier that relates to the client; and

5   the content management server also uses the secondary identifier to identify the personalized

content.

3.   (original) The system of claim 1, wherein the identity of the personalized content

corresponds to an image to be displayed to the e-commerce customer on the customer computer.

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4.   (original) The system of claim 1, wherein the identity of the personalized content

corresponds to an executable file to be executed by the customer computer.

5.   (original) The system of claim 1, wherein the content management server identifies

15   the personalized content via a table lookup operation in which the identity of the e-commerce

customer serves as an index.

6.   (original) The system of claim 1, further comprising a data aggregation server that

receives e-commerce customer information corresponding to the query from the content

20   management server, the e-commerce customer information including the identity of the client, the

identity of the e-commerce customer and the identity of the personalized content.

7.   (original) The system of claim 6, further comprising a personalization/segmentation

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database coupled to the data aggregation server, the personalization/segmentation database storing

e-commerce customer information for a plurality of e-commerce customers.

8.　　(original) The system of claim 7, further comprising:

5　　　　a content management interface server coupled to the personalization/segmentation database

and to the content management server;

wherein the content management interface server supports the association of personalized

content to segments of e-commerce customers;

wherein the content management interface server creates an association of personalized

10　content with the segments of e-commerce customers; and

wherein the content management interface server downloads the association of personalized

content with the segments of e-commerce customers to the content management server.

9.　　(original) The system of claim 1, wherein:

15　　　　the content management server comprises a plurality of separate server computers, each of

which services a particular set of queries; and

the system further comprises a load balancing server coupled to the plurality of separate

server computers and to the data network, wherein the load balancing server routes queries to the

plurality of separate server computers.

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10.   (currently amended) A method for providing personalized content to an e-commerce customer, the method comprising:

receiving a query from a customer computer via a data network, the query including the identity of a client, the identity of the e-commerce customer, and a session ID, the query produced by personalized content delivery code executed by the customer computer that caused the customer computer to:

retrieve an identity of the e-commerce customer if saved on the customer computer;

create an identity of the e-commerce customer if the identity of the e-commerce customer is not saved on the customer computer;

retrieve a session ID if saved on the customer computer;

create a session ID if the session ID is not saved on the customer computer or if the session ID that is saved on the customer computer is expired; and

send the query to a content management server that includes the identity of the client, the identity of the e-commerce customer, and the session ID;

identifying personalized content to be displayed to the e-commerce customer on the customer computer, wherein the personalized content has been identified based upon the identity of the client, the identity of the e-commerce customer, and the session ID; and

returning a response to the customer computer via the data network that identifies the personalized content.

11.   (original) The method of claim 10, wherein:

the query also includes a secondary identifier that relates to the client; and

the secondary identifier is also used to identify the personalized content.

12.　(original) The method of claim 10, wherein the identity of the personalized content corresponds to an image to be displayed to the e-commerce customer on the customer computer.

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13.　(original) The method of claim 10, wherein the identity of the personalized content corresponds to an executable file to be executed by the customer computer.

14.　(original) The method of claim 10, wherein identifying the personalized content includes performing a lookup operation with which the identity of the e-commerce customer serves as an index.

15.　(original) The method of claim 10, further comprising:

generating an e-commerce customer record based upon the query, the e-commerce customer

15　record including the identity of the client, the identity of the e-commerce customer and the identity of the personalized content; and

storing the e-commerce customer information for future reference.

16.　(original) The method of claim 15, further comprising:

20　segmenting the e-commerce customers into a plurality of segments; and

associating particular personalized content with each of the plurality of segments of e-commerce customers.

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17.   (previously presented) A downloadable web page stored on a client web server, the downloadable web page comprising:

at least one image to be displayed on a customer computer of an e-commerce customer; and

personalized content delivery code to be executed by the customer computer that causes the

5   customer computer to:

retrieve an identity of the e-commerce customer if saved on the customer computer;

create an identity of the e-commerce customer if the identity of the e-commerce customer is not saved on the customer computer;

retrieve a session ID if saved on the customer computer;

create a session ID if the session ID is not saved on the customer computer or if the session ID that is saved on the customer computer is expired; and

send a query to a content management server that includes the identity of the client, the identity of the e-commerce customer, and the session ID.

15   18.   (original) The downloadable web page of claim 17, wherein, upon execution, the personalized content delivery code further causes the customer computer:

receive a response from the content management server that includes the address of personalized content;

retrieve the personalized content; and

20   present the personalized content on the customer computer.

19.   (original) The downloadable web page of claim 17, wherein the personalized content comprises an image to be displayed to the e-commerce customer on the customer computer.

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20.   (original) The downloadable web page of claim 17, wherein the personalized content comprises an executable file to be executed by the customer computer.

21.   (currently amended) A content management server that supports personalized content delivery, the content management server comprising:

a processor;

memory coupled to the processor;

a user interface coupled to the processor;

a network interface coupled to the processor that supports data transmission with a coupled data network; and

the memory storing executable code that comprises:

a plurality of instructions that, upon execution by the processor, cause the content management server to receive a query from a customer computer via the data network, the query including the identity of a client, the identity of the e-commerce customer, and a session ID, the query produced by personalized content delivery code executed by the customer computer that caused the customer computer to:

retrieve an identity of the e-commerce customer if saved on the customer computer;

create an identity of the e-commerce customer if the identity of the e-commerce customer is not saved on the customer computer;

retrieve a session ID if saved on the customer computer;

create a session ID if the session ID is not saved on the customer computer

<u>or if the session ID that is saved on the customer computer is expired; and</u>

   <u>send the query to a content management server that includes the identity of</u>

<u>the client, the identity of the e-commerce customer, and the session ID;</u>

   a plurality of instructions that, upon execution by the processor, cause the content

management server to identify personalized content to be displayed to an e-commerce

customer on the customer computer, wherein the personalized content has been identified

based upon the identity of the client, the identity of the e-commerce customer, and the

session ID; and

   a plurality of instructions that, upon execution by the processor, cause the content

management server to return a response to the customer computer via the data network that

identifies the personalized content.

22.   (original) The content management server of claim 21, wherein:

the query also includes a secondary identifier that relates to the client; and

the secondary identifier is also used to identify the personalized content.

23.   (original) The content management server of claim 21, wherein the personalized

content comprises an image to be displayed to the e-commerce customer on the customer computer.

24.   (original) The content management server of claim 21, wherein the personalized

content comprises an executable file to be executed by the customer computer.

25.   (original) The content management server of claim 21, wherein the executable code

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further comprises:

a plurality of instructions that, upon execution by the processor, cause the content management server to generate an e-commerce customer record based upon the query, the e-commerce customer record including the identity of the client, the identity of the e-commerce

5 customer and the identity of the personalized content; and

a plurality of instructions that, upon execution by the processor, cause the content management server to store the e-commerce customer record for future reference.

26. (currently amended) A computer readable medium that stores executable code that, when executed by a server computer, causes the server computer to provide personalized content to an e-commerce customer, the executable code comprising:

a plurality of instructions that, upon execution by the server computer, cause the server computer to receive a query from a customer computer via a data network, the query including the identity of a client, the identity of the e-commerce customer, and a session ID, the query produced

15 by personalized content delivery code executed by the customer computer that caused the customer computer to:

retrieve an identity of the e-commerce customer if saved on the customer computer;

create an identity of the e-commerce customer if the identity of the e-commerce customer is not saved on the customer computer;

20 retrieve a session ID if saved on the customer computer;

create a session ID if the session ID is not saved on the customer computer or if the session ID that is saved on the customer computer is expired; and

send the query to a content management server that includes the identity of the

client, the identity of the e-commerce customer, and the session ID;

a plurality of instructions that, upon execution by the server computer, cause the server computer to identify personalized content to be displayed to an e-commerce customer on the customer computer, wherein the personalized content is identified based upon the identity of the

5   client, the identity of the e-commerce customer, and the session ID; and

a plurality of instructions that, upon execution by the server computer, cause the server computer to return a response to the customer computer via the data network that identifies the personalized content.
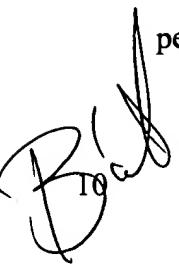
27.   (original) The computer readable medium of claim 26, wherein:

the query also includes a secondary identifier that relates to the client; and

the secondary identifier is also used to identify the personalized content.

28.   (original) The computer readable medium of claim 26, wherein the personalized

15   content comprises an image to be displayed to the e-commerce customer on the customer computer.

29.   (original) The computer readable medium of claim 26, wherein the personalized content comprises an executable file to be executed by the customer computer.

20   30.   (original) The computer readable medium of claim 26, wherein the plurality of software instructions further comprise:

a plurality of instructions that, upon execution by the server computer, cause the server computer to generate an e-commerce customer record based upon the query, the e-commerce

customer record including the identity of the client, the identity of the e-commerce customer and the identity of the content; and

a plurality of instructions that, upon execution by the server computer, cause the server computer to store the e-commerce customer record for future reference.

5   31.   (original) The computer readable medium of claim 30, wherein the plurality of software instructions further comprise:

a plurality of instructions that, upon execution by the server computer, cause the server computer to segment the e-commerce customers into a plurality of segments;

10   a plurality of instructions that, upon execution by the server computer, cause the server computer to associate particular personalized content with each of the plurality of segments of e-commerce customers; and

a plurality of instructions that, upon execution by the server computer, cause the server computer to generate the tables with which the table lookup operations are performed based upon

15   the plurality of segments of e-commerce customers and the associated personalized content.

REMARKS

In the Office Action, the Examiner rejected to claims 1-31 under 35 U.S.C. 103(a) as being unpatentable over Angles et al. (US 5,933,811) in view of Gerace (US 5,848,396). The Applicants respectfully traverses this rejection with respect to claims 1 and 17. Claims 10, 21, and 26 have been amended to address this rejection. All other pending claims depend from one of claim 1, 10, 17, 21, or 26.

Angles et al. is directed delivering customized advertisements in an interactive

communication system. Angles et al. discloses an advertisement provider computer that selects an advertisement for a particular consumer based upon a consumer profile and a consumer member code that is used to index the consumer profile. (col. 8, lines 8-20) The advertisement provider computer generates the consumer profile and the consumer member code during a registration process with the particular consumer. (col. 10, line 60 - col. 11 line 4, col. 14, lines 8-32).

As indicated in the Action by the Examiner, Angles et al. does not disclose the use of a session ID to track specific user sessions over a particular time period. Claim 1 requires personalized content delivery code included in a downloaded web page that, upon execution by the customer computer, generates a session ID and stores the session ID on the customer computer. Upon a subsequent execution, the personalized content delivery code retrieves the session ID. If the session ID is expired, the personalized content delivery code generates a new session ID. The customer computer includes the session ID, retrieved or generated, in a query that it sends to a content management server. The session ID enables the content management server to determine whether prior browsing activity is relevant to current browsing activity and, resultantly, assists the content management server in selecting personalized content.

In an attempt to meet the shortcomings of Angles et al., the Examiner cites Gerace at col. 2, lines 1-23, col. 6, lines 40-45, col. 6, lines 60-65, and col. 6, line 45 - col. 7, line 23). The applicants respectfully disagree that Gerace meets the shortcomings of Angles et al.

Gerace discloses a system in which a web server 27 generates customized agates for a user and transmits the customized agates (that include advertising content) to a customer computer (11a-17c of FIG. 1). In generating the customized agates, Gerace tracks computer activity and viewing habits of the end user. Gerace discloses a User Session Object 37d that

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indicates a starting date, starting time, ending date, and ending time of a session with the web server 27. Gerace also discloses a User Action History Object 37e that stores the user's activity, e.g., mouse clicks, cursor positioning, etc., during the session. Further, Gerace discloses a User Viewing History Object 37f that indicates screen views displayed to the user during the session. (col. 6, line 40 - col. 7, line 22). The web server 27 later uses the information included in these objects to generate customized agates for the user. Thus, Gerace simply discloses tracking user activity at a web server 27.

The session ID of claim 1 of the present invention is generated on the customer computer by the personalized content delivery code and stored on the customer computer. The session ID is received by the content management server and used in selecting content. The session ID of the present invention is significantly different from the User Session Object 37d, the User Action History Object 37e, and User Viewing History Object 37f of Gerace. Gerace fails to disclose, suggest, or teach such a session ID and simply fails to meet the shortcomings of Angles et al. For these reasons, the combination of Angles et al. and Gerace fail to render obvious claim 1. Applicants respectfully assert that claim 1, and claims 2-9 that depend from claim 1, are allowable over the cited references.

Independent claim 10 is a method claim that has been amended to include limitations similar/same as those of claim 1 and is allowable over the cited references. Independent claim 17 is directed to a downloadable web page that includes limitations similar/same as those of claim 1 and is allowable over the cited references for the reasons provided above. Independent claim 21 is directed to a content management server and has been amended to include limitations similar/same as those of claim 1 and is allowable over the cited references. Independent claim 26 is directed to a computer readable medium and has been amended to include limitations

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similar/same as those of claim 1 and is allowable over the cited references. Thus, independent claims 10, 17, 21, and 26 are also allowable over the cited references. All other pending claims depend from one of these independent claims and are allowable for these same reasons.

A number of the dependent claims are allowable for other reasons as well. Claim 6, that depends from claim 1, requires a data aggregation server that receives e-commerce customer information corresponding to the query from the content management server, the e-commerce customer information including the identity of the client, the identity of the e-commerce customer and the identity of the personalized content. Claim 7, dependent from claim 6, further requires a personalization/segmentation database coupled to the data aggregation server, the personalization/segmentation database storing e-commerce customer information for a plurality of e-commerce customers. Claim 8, dependent from claim 7, further requires a content management interface server coupled to the personalization/segmentation database and to the content management server. The content management interface server supports the association of personalized content to segments of e-commerce customers, creates an association of personalized content with the segments of e-commerce customers, and the content management interface server downloads the association of personalized content with the segments of e-commerce customers to the content management server. Claims 15-16 include similar/same limitations

The Examiner has generally cited Angles and Gerace as disclosing these further limitations of these claims. These references simply do not disclose the limitations of these claims. The Applicants urge the Examiner to review these references in detail and is confident that this being done, the Examiner will come to the conclusion that claims 6-8 and 15-16 are also allowable.

All pending claims are now allowable and a notice of allowance is courteously solicited.

Please direct any questions or comments to the undersigned attorney at the address indicated.

Respectfully submitted,

Date: December 15, 2003   By: _____

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